

Strategic Planning Committee Meeting Minutes

Thursday, March 5, 2015

In attendance: Mike Abbott, Kelly Driskell, Michael Felty, Glendon Forgey, David Graem, Colette Hilliard, Sam Hurley, Jerry King, Jay Kinzer, Wendy Mays, David McAnally, Jean McSpadden, Mary Nicholson, Marshall Reeves, Gayla Roberts, Tina Rummel, Karla Bryan, Shelia Jones, Jeffrey Watson, Blake Williamson, Tony Kalawe, Hannah Feinsod, and Katie McElroy.

- Tina Rummel started the meeting at 2:06 PM. She welcomed Tony Kalawe, serving as our community representative and Hannah Feinsod, TVCC's Student Government President. Tina asked the committee to go around the room and introduce themselves.
- Tina directed the committee to the agenda that was included in their folders and asked for approval of the Friday, February 6th Strategic Planning Committee Meeting Minutes. Dr. Jerry King approved the minutes and Colette Hilliard seconded. The committee was all in favor, none opposed.
- Tina discussed not having all of the edits completed for the new 2015-2020 Strategic Plan to handout to the committee for review. She stated that she was still receiving things from people up to 5 minutes prior to the meeting. She informed the committee that she will continue to work on the changes and send it out for the committee to review via email over the next week.
- Tina asked Mary Nicholson to elaborate on the new graphic "Transform Lives; Enrich Communities" that her and her subcommittee came up with. The committee as a whole agreed at the last meeting to use the graphic as a marketing tool for TVCC and the 2015-2020 Strategic Plan.
- Mary explained that at the previous meeting the discussion concerning the graphic was for it not to be the new mission statement because it would be very hard to quantify, but that her and her subcommittee felt strongly enough about it for the fact that it gives something to identify with and it could be placed at the beginning of the new plan to speak to people and could also be used for marketing as well.
- Tina and Mary discussed not having to measure anything from the graphic because it was being used for marketing purposes. Mary informed the committee that some of the words would be moved around making some that are larger smaller and vice versa. Tina stated that she would include the updated graphic in her email with the edited plan.
- Dr. King talked about the "Valley Way" being incorporated in the new strategic plan and in the upcoming catalog. He asked the committee if they wanted to put the new graphic in the upcoming catalog at the front where the Vision and Purpose is stated. The committee discussed using it as the cover for the upcoming catalog. Jerry stated that if the final version of the graphic was submitted to him by the end of the month then he could have it put in the upcoming catalog along with the "Valley Way".
- Dr. Jay Kinzer stated that he thought it was a good idea.
- Dr. King stated that he thinks it will be a great marketing tool and that it can be everywhere. He mentioned maybe putting it in the schedule for the upcoming fall semester.
- Jean McSpadden questioned the semi-colon in the graphic between "Transform Lives; Enrich Communities". She asked if it should be replaced with "and" and a period at the end to read,

Strategic Planning Committee Meeting Minutes

Thursday, March 5, 2015

“Transform Lives and Enrich Communities.” The committee agreed to just remove the semi-colon.

- Mary stated that she would get with Brian Spurling on all of the inquiries and changes and report back to the committee.
- Tina directed the committee to the next item on the agenda explaining that a lot of work was done at the last two meetings, from Nov. to Feb. The mission statement was updated and all of those revisions are ready to go to the board for approval. The approval was originally set for the February meeting but due to bad weather that meeting was cancelled. The approval now is set for the March meeting.
- Tina asked Tony Kalawe and Hannah Feinsod if they would like to see a copy of the old plan to compare it to the new plan. Tony requested that she email it to him when she sends out the other emails and Hannah agreed to the same.
- Tina directed the committee to the printout in their folders of Sections 3 & 4 and asked Jean to explain the updates that were made to this section.
- Jean expressed her appreciation to those who reviewed her updates and helped her make the necessary and appropriate changes. She explained to the committee that what they did was make this an appendix of the plan because in the 2010-2014 Strategic Plan this portion was in the plan document itself. She stated that it made it look cleaner. She discussed with Mike Abbott as soon as the job descriptions were finished for his new IT Director positions that she would get that information added.
- Tina told Jean good work and she appreciated all of the hard work. She asked the committee to review the updated document carefully and email her with any other changes or edits needed.
- Dr. King stated the he liked what Jean did with adding the appendix and placing that information there instead of it being in the document like it was. Jean and Tina agreed.
- Tina moved forward with the Board Policy AE (LOCAL) edit that she stated Jean did really well on editing. Jean told the committee that unfortunately when the draft was submitted to TASB, which is the college’s online org policy administrator, that they informed her that it belonged somewhere else. She said that she was working with TASB to figure out where it needs to go.
- Tina stated that she will have another board policy edit to share next meeting dealing with the changes of Institutional Effectiveness and that she hopes to send for board approval soon.
- Jean questioned Dr. Forgey about the board approval of the mission statement and purpose. Dr. Forgey stated that the board approves content, not where the content is placed.

Strategic Planning Committee Meeting Minutes

Thursday, March 5, 2015

- Tina stated next topic for discussion is Section 5.1 Enhance Learning and asked Dr. Kinzer to share his edits and changes. Dr. Kinzer explained that he and his subcommittee was not making any changes to Student Engagement. He stated that he and the subcommittee agreed that the tools used here to measure success is adequate and works well so besides updating the data the rest will stay the same. Dr. Kinzer shared with the committee that lots of changes and updates were made to the Student Services section. He explained that they are still trying to measure this section the same as before but just in a different way than before. He said the updates are due to lingo changes and changes in the tools used for measuring. He stated that it now lines up with the momentum points that the state looks at. The plans are to use the Cardinal Success Center and the Cardinal Academic Coaching Program to measure student success.
- Dr. Kinzer also presented his edits and changes for Student Life in Section 5.3. He stated that it appears that everything in this section will stay the same aside from updating the data and they are also going to add more goals to this section. Goals being added are related to Student Government, Red Bird Scholars and Student Life. Dr. Kinzer told the committee that he has a draft started for the new goals they want to add and asked Tina to send him a reminder to send it out to everyone once it is completed. Tina stated that she will add the note in the appropriate section of the master copy that she is going to email the committee.
- Marshall Reeves suggested to Dr. Kinzer to leave out an actual number and just list a percent because he said that we don't ever know what can happen when we are talking about enrollments. Percentage is a measure of quality Marshall stated based on the number we have but with a number in there we may unintentionally hurt ourselves. Tina stated the reasoning behind listing numbers is for people internally to be aware of the starting point. Marshall explained he was talking only specifically about the retention stuff. Tina explained that there was a bit of confusion in regards to her requesting numbers but that it would be cleared up.
- Tina then called on Collette to discuss Academic Success. She discussed wanting to take out all of the things that we can control. She used the prison for an example explaining to the committee that we put them on a five year cycle when they are only allowed to take 2 classes. She explained that depending on whether the prison had good or bad years it could throw everything else off. She stated that they are looking at an increase in "free world" graduates, 2% increase in core completers, an increase in awards including academic awards, vocational awards, and CE awards and a 1% increase in the reverse transfer graduates. Colette stated that the baseline data would be used from 2015.
- Dr. Forgey questioned Colette about the term "free world". Discussion among the committee regarding the term and what term could properly replace it. Dr. King questioned Colette on why she didn't want to include the prison here. Colette explained that with the inmates only being allowed to take 2 courses at a time that it is controlled opposed to those in the "free world" that can take as many courses at a time that it isn't controlled. Graduation rates are affected by these factors and so much more.

Strategic Planning Committee Meeting Minutes

Thursday, March 5, 2015

- Dr. Kinzer and Michael Felty suggested using “graduates” in place of “free world” graduates and then having a definitions list in the document. Dr. King stated that he was still confused on why she didn’t want to include the prisons here. He said that as far as the coordinating board goes TVCC was getting momentum points for them. Colette explained that the prison graduates would be included in the awards goal instead of the graduates’ goal. Dr. King was in agreement after that explanation. Tina made the comment that in years past we used reporting guidelines. Dr. Kinzer admitted that after hearing Colette’s explanation and her meaning behind her listed goals that he assumed that she had duplicated a goal so he removed the goal his self. The committee agreed that Colette’s first goal is needed more internally and the third goal is what will satisfy the coordinating board.
- Dr. Kinzer asked the committee if they had a problem leaving the goal as is or asked if the verbiage of “free world” needed to be replaced. Wendy Mays suggested coming up with a different term. The committee discussed and agreed on the term “campus graduates” to replace “free world” graduates. Tina confirmed with Colette about where and what was being replaced. Colette agreed. Dr. Forgey inquired about inmates who start classes at TDCJ but are released before they graduate and then they finish and graduate. Michael Felty inquired about switching the scenario around. The committee agreed to refer to those graduates as “campus graduates”.
- Tina questioned Sam Hurley about having additional goals that he would like to add regarding TDCJ. Sam explained that they looked really good on certificates. He stated that he was unsure about future plans with the implementation of the Training Academy but for right now TDCJ looked good.
- Colette discussed Outreach next explaining to the committee why she has to use data for her baseline from the THECB Momentum Points. Jean questioned the term momentum points versus the term success points. The committee agreed to the term success points.
- David McAnally discussed Workforce Success and the change of the term “graduates” to the term “completers” and the change in 5.1.4.3. to read, “increase the percentage” instead of “increase the numbers”. David also pointed out as a reminder about making Marketable Skills Awards part of the success points.
- Karla Bryan stated that the only change she made to Learning Resources was to address Dr. Algia Allen’s concerns about including all LRC’s on every campus.
- Tina questioned Dr. Kinzer about adding things to the Student Success portion and he stated that they did.

Strategic Planning Committee Meeting Minutes

Thursday, March 5, 2015

- Jean discusses Enhance the College and explains that in the Business area they are focusing on the ERP (Enterprise Resource Planning) system that is pending approval by the Board of Trustees. In the Finance area she stated that there really wasn't any change needed here. In the Facilities Management area Jean stated that in conversations that Dr. King and her have had that they both feel like even though it wasn't met in the last plan that it will be in this one. In the Human Resources area she told the committee that her and Jennifer Robertson had it completed and ready to present but had an "aw-ha" moment and wanted to make more changes so she said she would email the completed ones to Tina after Spring Break next week.
- Mike Abbott discussed IT and he stated that they were very similar to what was presented last time. Maintaining adequate connectivity and bandwidth between TVCC Athens and remote campuses, maintaining adequate connectivity and bandwidth between TVCC Athens and our Internet gateway, increase the number of Interactive Television (ITV) classrooms, improve the instructional experience for on campus students by providing multimedia technology in most of the TVCC classrooms. One more Mike mentioned that he may add an additional one here for wireless coverage but he has to figure out how it can be measured to be reported.
- Jean questions Mike about the ERP system and it needing to be added to his list if it is going to be part of hers. He agreed that it should definitely be listed under the both of their areas and he stated that once approved he will certainly add to his.
- Dr. King mentioned listing it in every area that it fits into even if it isn't approved by the board. He stated that maybe if we put it in our plans it will persuade the board to approve it. Mike and Jean agreed to work together to get something similar for the both of their areas to list it.
- Mary discussed Enhance the College portion that is under her which is the Graphic and Print Design. She stated that they will institute a work request tracking system to establish current workload, to increase efficiency and staff effectiveness and to permit tracking of outputs. Currently it is all done through email to Brian Spurling. She also discussed increasing support for the students and the college by an increase of donations and she states the Institutional Advancement Offices of Public Information and Sports Information will maintain adequate social media networking to increase alumni and community contact and participation in college activities.
- Tina questioned Mary about the wording "Development" or "Institutional Advancement" and Mary stated that she wanted to use "Institutional Advancement".
- Collette discussed Outreach with 2 goals. Wendy inquired about the term "unique". Collette stated "unique" as in non-duplicated. Dr. King questioned the term "unique" again and Collette explained again "unique" meaning they are only face-to-face or only online. Michael asked if this was by semester or year and Collette responded fall semester. Wendy asked Collette if there was one that included those who do take both online and face-to-face. Jeffrey Watson and Wendy both discussed adding a third category to include those students who are involved in both and not strictly one or the other. Dr. Kinzer and Dr. King agreed that a third category is needed and will be referred to as "multiple".

Strategic Planning Committee Meeting Minutes

Thursday, March 5, 2015

- Jean questioned this area being listed in the right spot or asked if it would fit better somewhere else. Dr. King said that after all the changes are made and entered in to the new plan then the next meeting should be used by the committee to discuss the composition of it all. Dr. Kinzer agreed with Dr. King's suggestion of making sure that everything listed is in the correct spot.
- Gayla Roberts discussed Community Service under Enhance Communities. She stated that she was not in attendance for the last meeting and was in need of lots of feedback. She explained that the format was different but will have that fixed and in sync for the next meeting. She talked about how non-credit is growing a lot in the need for businesses and industries and in the dual credit area. Her goals include the request for personnel and the increase of non-credit contact hours. She explained that she will measure contact hours opposed to another measurement due to the wide array that non-credit can mean.
- Gayla questioned the committee regarding the use of a baseline year. She asked if there should be one certain year that everyone should use to make it consistent or what determines the baseline year used. Dr. King and Tina both commented saying that it will be different. Gayla also questioned the target year being 2019 or 2020. The committee agreed on the target year being 2020.
- Dr. King stated that he would prefer the fourth goal of Gayla's to be broken down into funded contact hours and non-funded contact hours. He also pointed out the fact that personnel wasn't asked for from any of the other areas and that it isn't necessarily part of a Strategic Plan as much as it is part of a yearly Operational Plan.
- Gayla questioned the committee on how they would reword the personnel goals to fit in the Strategic Plan and Wendy suggested saying, "increase the presence at this place" wherever the presence is needed. Michael suggested breaking up the contact hours into the different locations and Tina advised against doing this. Dr. Kinzer suggested going about it by discussing enhancing the services offered and the students served. Dr. King explained that it would be a justification for asking for the personnel because it is stated in your plan to enhance services.
- Mary questioned the committee on incorporating the works that the Small Business Development Center does. The committee discussed different ways to include the things they do. They discussed looking into it to determine where it best fits.
- Tina asked Tony Kalawe to give his thoughts from the community aspect of things after hearing all the comments and suggestions of the others. Tony stated that for him it seemed to point more towards campus things but would really like to see it focus more on the public relations stuff and the image that the college portrays to the community. He questioned if there was a plan or goal set in the Strategic Plan to improve that image or increase that presence. Tina stated that she thought that was definitely something that needed to be considered.

Strategic Planning Committee Meeting Minutes

Thursday, March 5, 2015

- Dr. King stated that he wasn't sure that we were doing a fair service by separating Mary and Community Service. He mentioned that it had been talked about before and that he isn't sure how it could be done but that it definitely went together. Mary agrees with Dr. King but says she struggles with how she would quantify it. She stated that she also didn't want to expand Enhance Communities and place more work on others. Jean mentioned that not only the hard side of HR had to be included because not only are you responsible for administrative duties but you are also an advocate for the employees. Dr. Kinzer stated that it is a really good idea and that you hate to not explore the possibilities with such a great idea and maybe since it can't be measured quantifiably but could be measured by quality.
- Gayla pointed out to the committee under 5.3.3. asks for Community Services and she stated that what they do in their department is Continuing and Workforce Education and suggested moving her information to Workforce Success and letting Mary do hers under Community Services with her soft skills.
- Mary questioned economic development and how she believes that it should stay under Enhance Communities.
- Tina stated that she thought that the committee missed the boat so to speak in the Enhance Communities area of the last plan and really wanted to focus on that area in this plan and get the feedback of those in the community.
- Dr. King suggested putting the credit part of Gayla's area under Workforce Success and the "fun" parts of Gayla's area leave with Mary under Enhance Communities.
- Tina mentioned that there is a lot more work to be done in the Enhance Communities area. Dr. King suggested forming a subcommittee and adding Gayla to it and it was established that there was already a subcommittee formed with Gayla on it, but that she was just unable to attend the last meeting, but will be attending the future ones. Dr. King instructed the subcommittee to get together and make it work.
- Mary mentioned how big of a change it will be and how it includes so much more of the things that the college actually does and could report on.
- Tina thanked Tony and Hannah for joining the committee and for giving their perspective on things.
- Tony stated from the outside looking in he would like to see a change in the way the community perceives Trinity Valley. He has heard comments from different ones that "TVCC is just Athens High School made over". Tina agreed with Tony and has heard the comments as well and stated that she doesn't think the community really realizes what all the college actually does.
- More discussion from the committee regarding the new graphic and Mary states that she will get with Brian and get that finalized.

Strategic Planning Committee Meeting Minutes

Thursday, March 5, 2015

- Tina talked about the pyramid graphic and how she thought the discussion from the last meeting was to put a link to the “Valley Way” but as she messed around with it a little she didn’t know why we couldn’t just put the words that “Valley Way” stood for. Tony recommended bolding the first letter of each word in the “Valley Way”. The committee agreed and thought it would make it “pop”. Dr. King questioned if the mission statement had been changed to the new one that is waiting for board approval and it was determined that it had. Tina asked the committee if they were still ok with the colors of the pyramid. Jean suggested making the colors match the new graphic “Transform Lives Enrich Communities”.
- Tina asked for any other discussion items from the committee. Dr. King suggested having another meeting by the end of March and then another meeting to finalize everything before Dr. Forgey went before the board for approval.
- The timeline that was agreed upon by the committee is: March 26th @ 2:00 PM for more editing, April 13th @ 2:00 PM for finalizing everything, and April 27th Dr. Forgey will present the plan for board approval.
- Tina adjourned the meeting @ 3:35 PM.